

Message Text

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PAGE 01 STATE 272641
ORIGIN NEA-10

INFO OCT-01 ISO-00 /011 R

DRAFTED BY NEA/EGY:D E ZWEIFEL:MM
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-----124001 150053Z /66
P 142311Z NOV 77
FM SECSTATE WASHDC
TO AMEMBASSY CAIRO PRIORITY

C O N F I D E N T I A L STATE 272641

E.O. 11652: GDS

TAGS: EINV, EIND, EG, US

SUBJECT: AMC JOINT VENTURE

REF: CAIRO 18781

1. ASSOCIATED PRESS HAS REPORTED THAT AMC JEEP PLANT IN EGYPT WILL BE COLLOCATED NEAR FACILITY FOR PRODUCTION OF "SWINGFIRE" MISSILES. ACCORDING TO AP ACCOUNT, SENATORS CASE AND STONE HAVE "EXPRESSED CONCERN" ABOUT REPORT; UNNAMED NEAR EAST SUBCOMMITTEE STAFFER QUOTED AS SAYING "IT DOESN'T TAKE MUCH IMAGINATION TO REALIZE THE EGYPTIANS VERY LIKELY INTEND TO DRIVE THE ASSEMBLED JEEPS NEXT DOOR AND EQUIP THEM WITH SWINGFIRE MISSILES...".

2. PLANNED ADVERTISING (PARA 3 OF REFTEL) OBVIOUSLY WOULD RISK HEIGHTENED CONCERN. AT EMBASSY'S DISCRETION, WE SUGGEST MATTER BE DISCUSSED WITH AMC AND GOE/AIO AUTHORITIES TO POINT OUT PROBLEMS POSED BY FOCUSING PUBLIC ATTENTION ON POTENTIAL MILITARY SIGNIFICANCE OF AMC JEEPS. CONSIDERATION MIGHT BE GIVEN TO A CHANGE IN ADVERTISING, ALTHOUGH WE REALIZE OTHER OBJECTIVES MAY BE SOUGHT BY AIO
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PAGE 02 STATE 272641

PLANNERS (PARA 3 REFTEL). VANCE

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
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Current Classification: UNCLASSIFIED
Concepts: AUTOMOTIVE INDUSTRY, CONSTRUCTION, JOINT VENTURES, GOVERNMENT REACTIONS, INDUSTRIAL PLANTS
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Sent Date: 14-Nov-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: RELEASED
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment: 25 YEAR REVIEW
Disposition Date: 22 May 2009
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Original Classification: CONFIDENTIAL
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